



## BUSINESS LEADER | SALES STRATEGIST

### BASANT KUMAR

**MOBILE:** +91 9910512228 , +91 8939643139 |  
**E-Mail:** kumarbasant3371 @gmail.com | **ADDRESS:** Delhi NCR

**Aspiring for Senior Level assignments for Business Head ,P&L responsibility, Sales & Marketing, Strategic Planning, Business Development**

#### EXECUTIVE SUMMARY

- ✓ **A visionary leader** with over **29 years** of cross-cultural experience with diverse roles distinguished through commended performance in sales & marketing of Farm Equipment's, Generators, Engines, Pumps which are required for Agriculture & Domestic Use.
- ✓ Impacted organization profitability through effective strategic and tactical management decisions and new business development. Directed execution of the sales plan including implementation of customer feedback and market research.
- ✓ **Proven track record of devising robust strategies** that have elevated programs from relative obscurity, forging strategic alliances, driving revenue & growing profits in competitive Domestic and International markets.
- ✓ **Team based management** style coupled with the zeal to drive visions into reality as well as achieve the same through effective mentoring, training, career planning of team members.
- ✓ **Enterprising leader** with excellent record of contribution that streamlined operations, invigorated businesses, heightened productivity and enhanced internal controls to reach Rural India.

#### PROFESSIONAL EXPERIENCE

##### **GREAVES COTTON LIMITED**

**Business Head | Senior General Manager –Sales & Marketing (PAN India)**  
(August 2017- Present)

Greaves Cotton Limited is a diversified engineering company since 1859. It is leading manufacturer and marketer of Farm Equipments, Auto Diesel Engines, Petrol Engines, Generator Sets, Irrigation Pump sets, construction equipment. Global presence.

Currently Handling following Business:-

**Farm Mechanization Equipment's:** Power Tillers, Power Weeder's, Power Reapers, Rice Transplanter, Combine Harvester, Rotavators, Brush cutters, Sprayers, & Light Agriculture equipment's

**Irrigation & Water Solution:** Petrol / Diesel Engine Water Pumps, Electrical Pumps for Domestic and Agriculture Use

**Power Solution:** Generators from 5kVA to 2000 kVA ratings for Domestic, Commercial and Corporate use.

**Service, Spare Parts and Lubricants Business.** Export: Bangladesh

**Marketing:** Increased Network Reach in Rural India by **Go to Market** activities.

- ✓ Currently Handling Sales Turnover of **150 Cr Plus**.
- ✓ Successfully increased Sales Turnover in 6 months time.
- ✓ Credit Payment fallouts reduced by 50% thereby an increase in liquidity.
- ✓ Improved the Inventory Control from 120 Days to 90 Days & brought efficiency in the stock management.

#### CORE COMPETENCIES

- ✓ P & L Management
- ✓ Cost Control Initiatives
- ✓ Strategic Planning & implementation
- ✓ Team Management
- ✓ Training & Development
- ✓ Channel Management
- ✓ Business Development
- ✓ Marketing & Promotion
- ✓ New Product Development
- ✓ Post Sales & Technical support
- ✓ Customer Servicing & Retention

#### Greaves:New Product Launched

- 2017** CI Diesel Pumps
- 2018** eHD Electrical Pumps
- 2018** Duralife 2HP Pumps(B&S)
- 2019** Duralife 5HP OHV Pumps
- 2020** Greaves OHV 2,5 HP Pumps
- 2021** 12 HP Power Tiller
- 2021** 5 HP Petrol Power Weeder
- 2021** 2,5 HP HTP Sprayers
- 2021** 5 HP Petrol and Diesel Reaper

PROFESSIONAL EXPERIENCE	Honda:New Product Launched
<ul style="list-style-type: none"> <li>✓ Pioneer in Starting New Business with Successful product launches by tie up with Briggs &amp; Stratton,USA and Indian Cos for <b>Additional Turn Over of 100 Cr in 3 Years.</b></li> <li>✓ Expanded dealer network and <b>added 100+ Distributors and 1200 plus retailers</b> to reach the rural areas &amp; Promoted by Demo in Field, Farmers Meet, Subsidy approvals , Mechanic Training and availability of Service and Spares at Rural Level.</li> <li>✓ Tie up with IFFCO-Kisan for Rural Marketing activities like Farmers meet and Rural Product Launch</li> <li>✓ Following Expansion plan to double the Turn Over in 3 Years</li> </ul>	<p><b>2010</b> 5 HP LPG Pump sets  <b>2011</b> 5 HP OHV Petrol Pump  <b>2014</b> 5 HP Power Tiller  <b>2015</b> 5 HP Diesel Pump set  <b>2015</b> 2 HP OHV Petrol Pumps  <b>2016</b> 2 HP Mini Tiller  <b>2017</b> 2 HP OHV Engine</p>
HONDA SIEL POWER PRODUCTS LIMITED	TRAINING
<p>Assistant General Manager – Marketing (PAN India) (November 1995 - August 2017)</p> <p>Honda Siel Power Products is a leading manufacturer of power products company incorporated in 1985,It is leading manufacturer and marketer of Portable Gensets , Irrigation Water Pumps,Tillers and General Purpose Engines.It is also engaged in marketing of Lawn Mower,Brush Cutter and Long-tailed outboard motors. Business spread across India and has its growing global presence.</p> <ul style="list-style-type: none"> <li>✓ Formulated sales and marketing plan of <b>300 Cr Turnover</b> Pan India and <b>Successfully achieved business targets and profit goals.</b></li> <li>✓ Recognized as Lead Project Leader(LPL) and Sales Leader(SPL) for successful product launch of multiple farm products in the market, since inception to market establishment and brought additional revenue 100 Cr from New Products</li> <li>✓ 2 &amp; 5 HP Power Weeder (+40Cr )</li> <li>✓ 2 &amp; 5 HP OHV Water Pump (+40 Cr )</li> <li>✓ 5 HP Diesel Pump (1<sup>st</sup> for Honda siel) (+10Cr )</li> <li>✓ GX80Engine-Vibrators &amp; Sprayers applications(2017) (+10 Cr )</li> <li>✓ Accountable for developing and planning OEM strategy (<b>B2B</b>) and finalizing the agreement and business goal achievement. Developed OEM Like USHA,KOEL.,VST,KAMCO,SHRACHI,MAHAN,ASPEE,RALLIS,REKHA,RAT NAGIRI,SUNTECH,NEPTUNE,AGRIPLUS.- Reached 50Cr TO.</li> <li>✓ <b>Expanded network</b> by appointing <b>72 Distributors and 1000+ Retailers at block lev</b>  <b>Improved the product reach and brand presence</b> in and around 500 Districts of the country by <b>Deputing Demo Man 80 Nos with Machine</b> by daily demo at Dealer/Farmer locations.</li> <li>✓ <b>Improved Service at Rural Level</b> by Onboarding Rural Mechanics,Training and <b>started Gramin Sewa Kendra.</b></li> </ul>	<p><b>1990</b> Vocational Training from Durgapur Steel Plant  <b>1997</b> Field Sales Management', APEX India  <b>1998</b> Winning Edge', Tandon Consultants Pvt Ltd,  <b>2004</b> Sales Enhancement Programme', IIM, Lucknow .  <b>2009</b> ("Internal Quality Audits based on ISO 9001:2008 and ISO19011" CII Institute of Quality, Bangalore  <b>2011</b> "360 * D C by Aon Hewitt,  <b>2012</b> "7 Habits of Effective People" by Franklin Covey-Delhi  <b>2012</b> Total Quality Management by HSCI.  <b>2013</b> PE Human Resource Programme 2013 -6 Weeks – Honda Motor Co, Japan  <b>2014</b> "Rural Marketing-The Dramatic Shift" by Marcus Evans.  <b>2016</b> Management Leadership Development –ASH, Honda, Thailand  <b>2018</b> Leap of Greatness (Leadership Development) Greaves,Pune</p>
MEKASTER TOOLS LIMITED	Employee Conditions:
<p>Senior Executive Sales (September 1992 -October 1995)</p> <ul style="list-style-type: none"> <li>✓ Managed the complete life cycle of <b>B2B Sales</b> starting from product demo,finalization of equipment ,indent generation ,order execution till payment collection for <b>Pneumatic/Hydraulic/Power &amp; Hand Tools.</b></li> <li>✓ Dealt with Major clients –SAIL (Durgapur ,Bokaro ),Eastern Coal Field,BCCL, CIL, Kolkata Metro Rail, GRSE,SER,Eastern Railways.</li> </ul>	<p><b>Notice Period</b> : 3 Months  <b>Preferred Industry:</b> Agri-Farm Equipments/Genset/Construction/Consumer Durable/Lawn and Garden/Power/EV/Auto/Tractors/IndustrialMachinery/Power Tools</p>
Certificates & Awards & Membership	
<p>1984-1991 National Merit Scholarship  1987-1991 Member, Rotract Club, Muzaffarpur  2006 No.1,Area Office –Patna as Area Manager  2017 Appreciation Certificate-Buddy Program</p>	<p>1984-1986 Cultural Secretary ,B N College Hostel,Patna  2000 No.1 Sales Officer (East Region)  2016 20 Years Long Service Award (Honda)  <b>2020 onward Secretary, Power Tiller Association of India</b></p>

## PROFESSIONAL SYNOPSIS

### Strategic Planning & Business Development

- ✓ Spearheading the 200 Cr business of Farm Equipments- Water Pump, Engines, Power Tillers, Light Agri equipments like Brush Cutter, Sprayers and Power Weeders & Heavy equipments like Rice Transplanter, Harvester, Rotavator and Power Solutions –Gensets (5 kVA to 1500 Kva) ,Service,Spare parts ,Lube business to achieve business goals and objectives.
- ✓ Thorough understanding of Crop cycle, Irrigation Solutions, Agriculture machinery products to assist and help Indian Farmers to increase productivity.
- ✓ Forecasting monthly/annual sales targets keeping in view Seasonality factors and Govt Subsidies and executing them in given time frame to generate revenue
- ✓ Adopting marketing intelligence practice to monitor competitor's movement to keep the Management abreast of the market benchmarks & develop the product accordingly
- ✓ Assisted in implementation of strategic plans to enhance service quality standards & implemented strict measures in assessing product quality to optimize client satisfaction.

### Marketing & Branding

- ✓ Ensured successful launch of new farm products to increase brand presence & popularity among the farmers.
- ✓ Successfully carried out research and feasibility study as per the market demand to develop the best product and prepared for its launch and positioning.
- ✓ Contributed in designing the advertising campaigns for brand building activities by taking into account customer mindset,regional environment.
- ✓ Measure the effectiveness of branding activities ,enquiry generation and contribution to revenue through fiscal year.
- ✓ Showcased multiple videos through YouTube and other social media channel about new products and activities to sensitized Rural Farmers.
- ✓ Appeared in various interviews in Print media for promoting company and products to capture a greater market share.

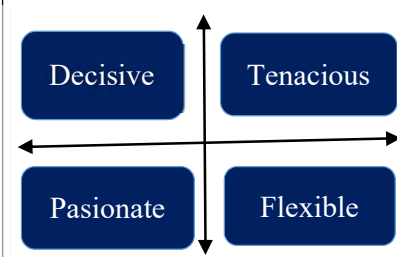
### Client Servicing & Business Excellence

- ✓ Built a robust pipeline of opportunities by meeting distributors/dealers/retailers and leveraged the network into long term business partnership.
- ✓ Incorporating customers feedback and review to build a product as per their requirement and maintained healthy business relations to keep the grievances at bay.
- ✓ Build & strengthen relationship with key accounts and clients to ensure high customer satisfaction by providing them complete after sales service
- ✓ Streamlining pre-existing processes to enhance profitability ,with minimum operational time & cost

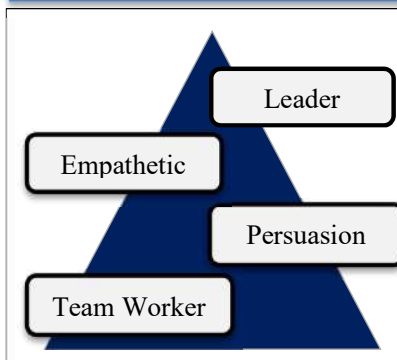
### People Management

- ✓ Managing a large team of around 50 Sales & Service professional,200 Dealers and 1200 retailers to fulfil organizational commitment.
- ✓ Supervised and monitored the performance of Sales/Service Team by PDCA meetings ,provide feedback and direct to make countermeasure action plan to accomplish business goals and targets.

## PERSONALITY TRAITS



## SKILL SETS



## INTEREST

- ✓ Traveller & Explorer
- ✓ Reading Enthusiast
- ✓ Lifestyle & Fitness
- ✓ Music & Movies
- ✓ Social Service

## EDUCATIONAL CREDENTIALS

**1984 Xth , Nirmali High School, BSEB Patna**  
1<sup>st</sup> Class (80%)  
**1986 XIIth , B N College ,BIC ,Patna ,1<sup>st</sup> Class with Distinction in Chem. (67%)**  
**1992 B.E (Mech.Engg) MIT,Muzaffarpur,Bihar University,1<sup>st</sup> Class with Distinction(78%)**  
**2005 MBA (Marketing & Export)AIMT ,Delhi Grade A.**

## PERSONAL DETAILS

**Date of Birth :** 3<sup>rd</sup> March 1971  
**Marital Status:** Married  
**Nationality:** Indian  
**Language Known:**  
English ,Hindi, Maithili

*Bilma*  
Date: 11-10-2022

